Donald C. Rowe John P. Walsh 1111 Westchester Avenue White Plains, NY 10604 Counsel for NYNEX Corp.*

Richard S. Rodin
Robert Corn-Revere
Michelle M. Shanahan
Hogan & Hartson, L.L.P.
555 Thirteenth Street, N.W.
Washington, D.C. 20004-1109
Counsel for Advanced
Communications Corporation

David P. Beddow President TEMPO DBS, Inc.* 4100 E. Dry Creek Road Littleton, Colorado 80122

Donald J. Russell
Michael Hirrel
Kate Balaban
Andrew S. Cowan
Antitrust Division
U.S. Department of Justice
555 4th Street, N.W.
Room 8104
Washington, D.C. 20004

Brian Conboy
Todd G. Hartman
Willkie Farr & Gallagher
Three Lafayette Center
1155 21st Street, N.W.
Washington, D.C. 20036-3384
Counsel for Time Warner
Entertainment Company, L.P.

Herbert E. Marks
Marc Berejka
Brian J. McHugh
Squire Sanders & Dempsey
1201 Pennsylvania Ave., N.W.
Washington, D.C. 20044
Counsel for State of Hawaii

Gary M. Epstein
John P. Janka
James H. Barker
Latham & Watkins
1001 Pennsylvania Avenue, N.W.,
Suite 1300
Washington, D.C. 20004
Counsel for DIRECTV, Inc.

Joseph A. Godles
W. Kenneth Feree
Goldberg Godles Wiener & Wright
1229 Nineteenth Street, N.W.
Washington, D.C. 20036
Counsel for PanAmSat Corp.

Benjamin J. Griffin
James J. Freeman
Kathleen A. Kirby
Reed Smith Shaw & Mcclay
1301 K Street, N.W.
Suite 1100 - East Tower
Washington, D.C. 20005
Counsel for PRIMESTAR
Partners LP

Marvin Rosenberg
Paul J. Feldman
Fletcher Heald & Hildreth, PLC*
1300 North 17th Street
11th Floor
Rosslyn, Virginia 22209
Counsel for United States*
Satellite Broadcasting
Company, Inc.

^{*} by first class mail, postage prepaid

William L. Fishman
Sullivan & Worcester
1025 Connecticut Ave., N.W.
Suite 1000
Washington, D.C. 20036
Counsel for Direct
Broadcasting Satellite
Corporation

Daniel L. Brenner
Diane B. Burstein
1724 Massachusetts Ave., N.W.
Washington, D.C. 20036
Counsel for National Cable
Television Association, Inc.

Michael H. Hammer
Michael G. Jones
Willkie Farr & Gallagher
Three Lafayette Center
1155 21st Street, N.W.
Washington, D.C. 20036-3384
Counsel for Continental
Cablevision, Inc.

Philip V. Otero
Alexander P. Humphrey
GE American Communications,
Inc. *
Four Research Way
Princeton, New Jersey 08540

Robert M. Halperin Crowell & Moring 1001 Pennsylvania Avenue, N.W. Washington, D.C. 20004 Counsel for State of Alaska Jack Richards
John Reardon
Keller and Heckman
1001 G Street, N.W.
Suite 500 West
Washington, D.C. 20001
Counsel for National Rural
Telecommunications Cooperative

Larry A. Blosser Carol R. Schultz MCI Telecommunications Corp. 1801 Pennsylvania Ave., N.W. Washington, D.C. 20006

Peter H. Feinberg
Michael S. Schooler
H. Anthony Lehv
Dow Lohnes & Albertson
1255 23rd Street, N.W.
Suite 500
Washington, D.C. 20037
Counsel for Cox Enterprises,

Robert Corn-Revere
Michelle M. Shanahan
Hogan & Hartson L.L.P.
Columbia Square
555 Thirteenth Street, N.W.
Washington, D.C. 20004
Counsel for A&E Television
Networks

Michael H. Hammer
Francis M. Buono
Willkie Farr & Gallagher
Three Lafayette Center
1155 21st Street, N.W.
Suite 600
Washington, D.C. 20036
Counsel for General
Instrument Corporation

^{*} by first class mail, postage prepaid

James G. Pachulski 1320 North Court House Road Eighth Floor Arlington, Virginia 22201 Counsel for Bell Atlantic Telephone Companies*

Benjamin J. Griffin
Kathleen A. Kirby
Reed Smith Shaw & McClay
1301 K Street, N.W.
Suite 1100-East Tower
Washington, D.C. 20005-3317
Counsel for Home Box Office

Michael J. Karson Room 4H88 2000 West Ameritech Center Dr. Hoffman Estates, IL 60196-1025 Counsel for Ameritech*

Charles P. Featherstun
David G. Richards
1133 21st Street, N.W.
Washington, D.C. 20036
Counsel for BellSouth
Corporation

Gerald Musarra Space & Strategic Missile Sector Lockheed Martin Corporation* 1725 Jefferson Davis Highway Arlington, VA 22202

William R. Stevenson Kennedy Wilson International* 530 Wilshire Blvd. Santa Monica, CA 90401 Peter D. Ross
Wayne D. Johnson
Wiley Rein & Fielding
1776 K Street, N.W.
Washington, D.C. 20006
Counsel for Lifetime
Entertainment Services

Leonard Schneidman
Dennis R. Kanin
Steven A. Bercu
Foley Hoag & Eliot
One Post Office Square
Boston, MA 02109
Counsel for American
Satellite Network, Inc.*

John F. Beasley
William B. Barfield
Jim O. Llewellyn
1155 Peachtree St., N.E.
Suite 1800
Atlanta, Georgia 30309-2641
Counsel for BellSouth
Corporation*

James H. Schollard William P. Welty Continental Satellite Corp.* c/o Monsey and Andrews 402 Nevada Highway Boulder City, NV 89005

Phillip L. Spector
Jeffrey H. Olson
Susan E. Ryan
Paul Weiss Rifkind Wharton
& Garrison
1615 L Street, N.W.
Washington, D.C. 20036
Counsel for CTA Incorporated

Michael J. Ladin CTA Incorporated* Suite 800 6116 Executive Blvd. Rockville, MD 20852

Pamela S. Strauss

^{*} by first class mail, postage prepaid

Α

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VERIFIED STATEMENT OF CHARLES W. ERGEN

- I, Charles W. Ergen, hereby declare and state as follows:
- 1. I am Chairman and Chief Executive officer of
 EchoStar Satellite Corporation ("EchoStar") and DirectSat
 Corporation ("DirectSat"). I am the controlling shareholder of
 EchoStar Communications Corporation ("EchoComm"), which is the
 sole ultimate parent of EchoStar and DirectSat.
- 2. I was the controlling shareholder of EchoStar when it filed an application with the Federal Communications Commission to build a Direct Broadcast Satellite ("DBS") system in 1988, and have been the controlling shareholder of EchoStar without interruption since that time. I have held my positions in DirectSat without interruption since DirectSat merged with an EchoComm subsidiary in January 1995.
- 3. EchoStar commenced construction of the first satellite of its system shortly after receiving eastern orbital and channel assignments in 1992. At that time, EchoStar decided to construct a 16-transponder satellite in reliance on the right to receive five additional channel assignments a total of 16 full-CONUS channels given EchoStar by the Commission in the 1989 Continental decision. EchoStar would not have built a

16-transponder satellite had it not been given that right.

EchoStar had all the more reason to rely on that expectation

because the Commission reconfirmed the Continental right in the

1992 Order granting eastern channel assignments to EchoStar.

- 4. The difference in cost between an 11-transponder and a 16-transponder satellite is in the tens of millions of dollars. The added costs of a 16-transponder satellite include additional traveling wave tubes, solar panels, batteries and other items, resulting in additional weight, which in turn dramatically increases the launch expense.
- 5. In 1992, EchoStar decided to proceed with construction of its DBS system, in which it has now invested hundreds of millions of dollars, on the basis of the expectation that it would receive the additional frequencies to which Continental gave it a conditional right.
- 6. The substantial investments made in DirectSat's

 DBS system after the merger of DirectSat with a subsidiary of

 EchoComm were similarly based on that expectation.
- 7. Without the <u>Continental</u> right to additional frequencies, I would have had in 1992 considerable doubt over whether the DBS system of EchoStar (with only 11 full-CONUS transponders) could viably compete against Hughes, which was already assigned 27 full-CONUS channels. A 27-channel full-CONUS

system can offer consumers 250% more programming than an 11-channel system, creating a hard-to-overcome built-in disadvantage. A similar disadvantage would persist for a 21-channel offering (e.g., the joint systems of EchoStar and DirectSat) compared to a 32-channel offering (the joint offerings of DirecTV and USSB). This disadvantage is further exacerbated by the structure of the deals between satellite distributors and important programming vendors, including major studios. Studios, for example, typically impose minimum carriage requirements on a substantial portion of the programming they sell. The minimum requirements for the less popular competitive offerings "eat up" a substantially larger portion of an 11 or 21-channel DBS system's capacity than in the case of a 27 or 32-channel system. This leaves the high capacity system much greater leeway to show the more popular offerings that are decisive in attracting subscribers.

8. In 1992 I and EchoStar believed that an 11-channel DBS system would likely be at a decisive disadvantage. Absent the right to receive additional channels, I would have considered whether to proceed with construction of a DBS system based on an entirely different set of assumptions, and would likely have reached a different decision than the course taken.

- 9. I reasonably perceived the promise given by the Commission in Continental as encouraging the bold DBS pioneers like me, EchoStar and DirectSat to risk substantial capital in a then highly uncertain venture in order to promote the emergence of competition to cable in the MVPD market. Now that this capital has been invested at great risk and the DBS prospects have become tangible enough for everyone to want to enter the fray, it would be entirely inappropriate to disregard the Commission's promise and the DBS pioneers' reliance on it, and deny them the reward to which the Commission entitled them.
- 10. In sum, EchoStar and DirectSat have heavily invested in reliance on their <u>Continental</u> rights, both in constructing 16-transponder satellites, and in deciding to proceed with construction of their systems in the first place.
- 11. The cost of sale, delivery, or transmission of programming for distribution by a DBS operator such as EchoStar typically is lower, not higher, than the cost incurred by programming vendors in their dealings with cable.
- 12. In a typical transaction between a cable operator and a programming vendor, the vendor incurs the cost of uplinking the signal and downlinking it to a large number of cable headends. It also incurs the cost of auditing each and every one

of those headends. Further, it often incurs substantial piracy costs.

- 13. On the other hand, in a typical transaction between a vendor and a satellite distributor such as EchoStar, the vendor incurs the cost of uplinking and downlinking the signal to only one location -- the satellite operator's uplink facility. In fact, the only reason why the vendor incurs the cost of using a satellite in the first place is the need of the cable operators for transmission to several headends. A DBS provider can obtain the programming by piggy-backing on the satellite transmission that is necessary for the cable operators, at no incremental cost for the vendor. But for the point-to-multipoint needs of the cable operators, the vendor could transmit its signal to a DBS provider by a cheaper, point-to-point means -- e.g., fiber. Further, the programming vendor needs to audit only one as opposed to many headends. Moreover, the risk of piracy is reduced because of the technological advances, and resulting in breaking EchoStar's and DirectSat's addressable digital compressed signal.
- 14. Similarly, there can be no significant economies of scale attaching to the number of subscribers. Conversely, the sale of programming to cable operators entails substantial

diseconomies of scale, as it requires service to several headends as opposed to one centralized facility.

VERIFICATION

I, Charles W. Ergen, verify under penalty of perjury that the information set forth in the foregoing is true and correct.

Executed on November 17, 1995.

Charles W. Ergen

DECLARATION OF CHARLES W. ERGEN

- I, Charles W. Ergen, hereby declare and state as follows:
- 1. I am Chairman and Chief Executive Officer of

 EchoStar Satellite Corporation ("EchoStar") and Directsat

 Corporation ("Directsat"). I am the controlling shareholder of

 EchoStar Communications Corporation, the ultimate sole parent of

 EchoStar and Directsat.
- 2. EchoStar and Directsat have permits to build
 Direct Broadcast Satellite ("DBS") systems. EchoStar is
 currently authorized to use 11 "eastern" channels at the 119°
 W.L. orbital location, which is suitable for serving the entire
 continental United States ("full-CONUS"). Directsat is also
 assigned 10 eastern channels at 119° W.L. and one eastern channel
 at 110° W.L.
- 3. In 1989, the Federal Communications Commission granted to each of EchoStar and Directsat the right to receive additional eastern and western channels, up to 16, upon the cancellation of any other DBS permit. In reliance upon that right, both EchoStar and Directsat proceeded with construction of 16-transponder satellites.
- 4. The DBS systems of EchoStar and Directsat will have to compete with the incumbent DBS operator, an alliance of

DirecTV and USSB. DirecTV and USSB are using 27 and 5 DBS channels, respectively, at another full-CONUS orbital slot -101° W.L. They are offering a combined programming package that consists of almost 200 video channels.

- 5. EchoStar's first satellite was launched on December 28, 1995, and is now in the process of attaining "geostationary" orbit. The first satellite of Directsat cannot be launched before the summer of 1996.
- 6. The first half of 1996 will be critical in EchoStar's efforts to introduce its DBS service to consumers and establish itself as a viable competitor to DirecTV/USSB and local cable television systems.
- 7. If the Commission proceeds with the auction of 28 full-CONUS channels at 110° W.L. instead of reassigning channels in accordance with the <u>Continental</u> decision, EchoStar will be able to use only 11 of the 16 transponders on its first satellite.
- 8. Unlike the satellites of DirecTV, EchoStar's satellite is not switchable, i.e., its power cannot be switched from transponder to transponder and cannot be concentrated on fewer transponders to augment the number of video channels per transponder.

- 9. EchoStar has requested Special Temporary
 Authority ("STA") from the Commission to test and operate alltransponders on its satellite on an interim basis. The
 Commission has not yet acted on this request. Even if granted,
 however, an STA would be on an uncoordinated basis at EchoStar's
 sufferance and would only allow EchoStar to operate for 180-day
 increments. Such an arrangement would not enable EchoStar to
 make long-term programming arrangements with respect to five of
 its satellite's sixteen transponders. Any interim carriage
 agreements that EchoStar might be able to reach would likely be
 for fully preemptible programming, and on substantially onerous
 terms. EchoStar would not be able effectively to market such
 programming as it would be subject to instant termination.
- 10. With the firm right to use only 11 transponders, EchoStar will be able to offer only about 75 video channels. If EchoStar were able to make long-term carriage arrangements for the entire capacity of its satellite, it would instead be able to offer about 110 video channels.
- 11. EchoStar's inability to use 5 of its first satellite's transponders on a permanent basis will irreparably impair its ability to compete viably against the incumbent multichannel video programming distributors. This harm will come at the critical time of the introduction of EchoStar's service.

- 12. EchoStar is also authorized to use 11 unspecified western channels. The Commission also granted to EchoStar the right to receive additional western channels, up to 16. EchoStar awaits specific western channel assignments, as it has completed contracting for the western satellite of its DBS system -- the prerequisite for receiving such assignments.
- is 148° W.L. More than sixteen channels operating at that location recently became available because of the cancellation of the DBS permit of Advanced Communications Corporation. By letter to the Commission dated November 6, 1995, EchoStar expressed its preference for channels at 148° W.L.
- W.L. in January 1996, EchoStar would incur additional costs and scheduling delays in constructing its western DBS satellite. If these channels are auctioned, EchoStar will necessarily receive assignments at another western orbital location. To comply with its diligence obligations, EchoStar will have to proceed with construction of its western satellite based on the assumption that the satellite will operate from its assigned western slot. If the auction is invalidated by the courts and the 148° W.L. assignments become available to EchoStar, EchoStar will have to

undertake substantial retrofitting to the satellite to make it suitable for the 148 W.L. orbital location.

January auction, EchoStar will be compelled to participate as a bidder so as not to forfeit access to the auctioned channels. To assemble the necessary financing, EchoStar will need to incur multi-million dollar investment banking fees and/or a loan commitment. It will also have to devote substantial other resources to participating in an auction. EchoStar will not be able to recover any of these expenses even if the auction is later invalidated by the courts.

I, Charles W. Ergen, hereby declare under penalty of perform that the foregoing is true and correct.

Executed on this 21st day of December, 1995.

Charles W. Ergen